



An Introduction to Sweet Adelines Social Media Guidelines

Imagine a prospective member hears your fantastic chorus at an outdoor festival. When they get home, they decide to look you up on Facebook, Instagram, Twitter or another social media channel.

Based on your current social media channel, ask the following questions:

1. Will they be able to find out who are you?
2. When and where you rehearse.
3. Will they be able to tell that you are affiliated with Sweet Adelines International?

If you answered “no” to any of the questions listed above, we are here to help!

Why should we include social media in our marketing communications?

Musicians are almost required to maintain a social media presence today.

- It is the most convenient way to communicate with supporters, prospective members, and the media.
- It is a quick and easy way to promote events and other activities.
- Key note: Maintaining a social media presence for a group is different than maintaining a personal social media account.

The good news is people who follow your content are more receptive to a call-to-action.

- In fact, 75 percent of users take action, such as visiting a site, shopping or searching online, after liking a post on Instagram. (Source: Instagram Business)
- Social media profiles are free of charge! You can always pay to “boost” a post or upcoming event, run a series of paid ads, but organic (unpaid) posts will reach the news feed of customers who have “liked” your business page, depending on the current algorithm controlled by the social media channel.

By having a social media site, you become much more *accessible*.

- Even if you have a website, your social networks make it easier for your community and potential chorus members to find you.
- If a potential chorus member or news reporter finds your page and information is difficult to understand or not available — the conversion will end there. We want to avoid this!

Sweet Adelines Tips:

- Information must be clear and accessible to the end user.
- Include links to your social media channels on your website.

What is “brand recognition,” and why does it matter?

Your social media presence is essentially an extension of your group (or brand). When followers visit your social profile, they should be able to understand what you’re all about and feel a connection.

Sweet Adelines members and fans have a prominent community on social media so it’s important that visitors to your social site can make the connection between your profile and Sweet Adelines International Headquarters.

- Users should visit your social profile and through your images, content and description they make the connection and recognize your page as a chorus, quartet or region of Sweet Adelines International.
- Let’s keep our message consistent across social media by stopping the use of old campaign materials and hashtags. For example: “Real Women, Real Harmony, Real Fun.”
- If you have questions about the new campaign or how to use the materials, check out our new marketing guide or email communications@sweetadelines.com.
- We look forward to seeing all the creative ways you utilize the new campaign under #LifeOnAHighNote

What’s with the “#”?

The # symbol is known in the social world as a “hashtag”. Hashtags are a great way to archive posts and search for information with related content themes.

- Use only one hashtag for a specific event or topic.
- Sweet Adelines International Headquarters uses the hashtag search functionality to re-share content (posted by members) during international events.
- This practice is a great way to save time searching for content.

Sweet Adelines Tip:

- Use the search bar (within the social media channel) to search for related content “tagged” with the hashtag.



What's with the "@"?

The @ symbol is used to tag the username of your social media channel. Essentially, your username is a nametag in the cyber world.

- When a social media username is tagged in a post, photo, video, etc., the account is notified of the tag.
- Upon approval (depending on privacy settings) the post will also appear on the feed of the tagged username.
- You can "tag" up to 50 usernames in a photo. We will discuss the importance of channel usernames later in guide.

Why should I include "#" and "@" in social media posts?

By including #LifeOnAHighNote, #SweetAdelines, any official campaign hashtags and/or tagging Sweet Adelines username on social media, your good news becomes accessible and archived. We want to connect our members and provide a positive channel to share news and stories, and for your group's page to do the same!

Sweet Adelines International Headquarters official social media channels:

- Facebook: <https://www.facebook.com/SweetAdelinesIntl/>
- Instagram: <https://www.instagram.com/sweetadelinesintl/>
(@SweetAdelinesIntl)
- Twitter: <https://twitter.com/SweetAdsIntl>
(@SweetAdsIntl)